

ESTTA Tracking number: **ESTTA561850**Filing date: **09/27/2013**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Petition for Cancellation**

Notice is hereby given that the following party requests to cancel indicated registration.

Petitioner Information

| | | | |
|---------|--|-------------|---------|
| Name | SENSA, Inc. | | |
| Entity | Corporation | Citizenship | Florida |
| Address | 1401 Bay Road Suite 310 Miami Beach, FL 33139-3781 UNITED STATES | | |

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| Correspondence information | Timothy M. MacIvor President SENSA, Inc. 1401 Bay Road Suite 310 Miami Beach, FL 33139-3781 UNITED STATES sensation@gmail.com Phone:305-234-6699 |
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Registration Subject to Cancellation

| | | | |
|-----------------|---|-------------------|------------|
| Registration No | 3613479 | Registration date | 04/28/2009 |
| Registrant | Sensa Products LLC Suite 4100 2301 Rosecrans Avenue El Segundo, CA 90245 UNITED STATES | | |

Goods/Services Subject to Cancellation

Class 030. First Use: 2008/06/14 First Use In Commerce: 2008/06/14
All goods and services in the class are cancelled, namely: Dietary food additives sold to end consumers that consumers add to foods to enhance the smell, taste, and flavor of foods for weight loss and weight management

Grounds for Cancellation

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|--------------------------------------|---|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
| Dilution | Trademark Act section 43(c) |
| Other | Not the Owner of the Registered Word Mark |

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|---------------------|-------------|
| Related Proceedings | ESSTA561816 |
|---------------------|-------------|

Mark Cited by Petitioner as Basis for Cancellation

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|-----------------------|------------|------------------|------------|
| U.S. Registration No. | 2027431 | Application Date | 04/04/1994 |
| Registration Date | 12/31/1996 | Foreign Priority | NONE |

| | | | |
|---------------------|--|------|--|
| | | Date | |
| Word Mark | SENSA | | |
| Design Mark | | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 003. First use: First Use: 1996/07/01 First Use In Commerce: 1996/07/15 personal lubricant | | |

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|-------------|---------------------------------------|
| Attachments | sensa3613479cancel.pdf(395789 bytes) |
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

| | |
|-----------|---------------------|
| Signature | /Timothy M MacIvor/ |
| Name | Timothy M. MacIvor |
| Date | 09/27/2013 |

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK AND APPEAL BOARD

In the matter of Trademark Registration No. 3613479

For the mark SENSEA

Date Registered April 28th, 2009

SENSEA, Inc.

V.

SENSEA Products, LLC

Petition to Cancel

SENSEA, Inc. (Florida)
1401 Bay road, Suite 310
Miami Beach, Florida 33139-3781

Owner of Registration


SENSEA Products, LLC (Delaware)
Suite 4100
2300 Rosecrans Avenue
El Segundo, California 90245

The above-identified petitioner believes that it will be damaged by the above-identified registration, and hereby petitions to cancel the same.

The grounds for cancellation are as follows:

1. The respondent is not the owner of the registered mark "SENSEA".
2. Priority of rights and likelihood of confusion, the similarity of the marks in the same distribution of sales and advertising, nature of goods, the conditions under which and buyers to whom sales are made.
3. Dilution of the mark "SENSEA" is therefore a result caused by the "SENSEA" mark.

By


Timothy M. MacIvor
SENSEA, Inc. President

Date September 27th, 2013